The Art Of Feeding
A MOM’S GUIDE TO NUTRITION, FORMULA FEEDING, & HELPFUL RESOURCES

Similac StrongMoms Rewards
Know Save Grow

Abbott
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No Matter Your Feeding Choice, We’re With You

Whether you’ve planned to breastfeed or decided that supplementing or formula feeding is best for you, we know you’re doing your best, and we’re with you.

For us, that begins with providing the right information. So we’re excited to share this guide with you. Inside you’ll find information to help you:

**KNOW** more about the basics of formula feeding and the latest science behind important nutrients for infant nutrition and development

**SAVE** more, with exclusive benefits, coupons, and opportunities to earn points toward discounts on Similac®

**GROW** with your baby, thanks to resources to help you navigate your motherhood journey
Formula Feeding: The Basics And Beyond

There’s a lot to learn before the formula goes from the bottle to your baby. Here’s where it all begins.

Is She Ready To Feed? Follow Her Lead.

In the early weeks, feeding cues can be hard to figure out. Be flexible. Avoid schedules. And remember: Every baby’s signals are different. So watch and listen for these typical feeding cues, even when she’s asleep:

- **Sucking** or rooting
- **Restlessness** or hand-to-mouth movements
- **Small sounds**. Crying is a late hunger sign. Try to feed before then.

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<th>HOW OLD?</th>
<th>HOW MUCH? PER FEEDING</th>
<th>HOW OFTEN? FEEDINGS PER DAY</th>
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<tbody>
<tr>
<td>Birth–1 week</td>
<td>2–3 fl oz</td>
<td>6–10</td>
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<td>1 week–1 month</td>
<td>2–4 fl oz</td>
<td>7–8</td>
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<td>1–3 months</td>
<td>4–5 fl oz</td>
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<td>3–6 months</td>
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<td>6–9 months</td>
<td>7–8 fl oz</td>
<td>3–4</td>
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<tr>
<td>9–12 months</td>
<td>7–8 fl oz</td>
<td>3</td>
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For more about feeding signals and rhythms, visit Similac.com/FeedingFormula
**Formula Preparation**

1. **WASH** your hands and all supplies.

2. **POUR** desired amount of cold tap water or bottled water into clean bottle. Ask your baby’s doctor if you need to use cooled, boiled water and if you need to boil (sterilize) bottles, nipples, and rings before use.

3. **ADD** proper amount of powder to bottle and tighten lid. Return clean, dry scoop to can and close securely. Follow package instructions for proper storage. Preparations may differ for Ready-to-Feed and concentrated liquid formulas; please see directions and preparation instructions on product label.

4. **MIX** until powder is dissolved.

5. **WARM** the bottle with tap water or a bottle warmer. Never microwave. Once formula is warmed, it should be used immediately.

6. **TEST** the bottle temperature by dripping a few drops on your wrist.

**CLEAN, RINSE, AND DRY** every item thoroughly between feedings.

For more about how to make a bottle, visit [Similac.com/BottlePrep](http://Similac.com/BottlePrep)
Positioning For Bottle Feeding

**HOLD** her semi-upright, head higher than body.

**TILT** the bottle so formula fills the nipple to help keep air out of her stomach.

**LEFTOVER FORMULA? DUMP IT.**
Toss out any unfinished formula within 1 hour after each feeding begins. Bacteria from your baby’s mouth can mix with the contents of the bottle and make the formula spoil.

**MAINTAIN** the close contact that makes your baby feel secure.

**NEVER PROP** the bottle; it can lead to choking.

**BURP** your baby once or twice during and after feeding to help remove swallowed air.

For a bottle breakdown and more nipple nitty-gritty, visit Similac.com/BottleBaby
Beneficial Nutrients for Your Baby

Most of the nutrients your baby needed to grow inside your womb are the same ones he needs now in the outside world. After he’s born, look for a formula with the beneficial nutrients listed on the opposite page.

Beneficial Nutrients

- **DHA** is a fatty acid essential for brain development.
  - After your baby is born, brain and eye development continue rapidly for the first year and beyond, so sufficient DHA/ARA levels are important.
  - Until your baby is eating solid foods that contain DHA/ARA, such as fish, he can get it from breast milk and Similac®.

- **Lutein** is an ingredient found in breast milk that supports eye health.

- **Vitamin E** is an important nutrient found in breast milk that supports developing cells.

These are only the beginning. For more about newborn nutrition, visit Similac.com/NutritionForNewborn
For us, helping moms nourish their babies and parents nourish each other is what it’s all about. For more than 90 years, we have constantly strived to advance the science of nutrition to make our formulas as close to breast milk as we can.

What Makes Similac® Unique?

2’-FL HMO* is an immune-nourishing prebiotic previously only found† in breast milk that helps support the immune system. It adds another layer to Similac’s already proven immune support.

* 2’-FL HMO is in Similac Pro-Advance®, Similac Pro-Sensitive®, and Similac Pro-Total Comfort™.
† At significant levels.

OPTIGRO™ Most Similac formulas contain our unique blend of DHA, Lutein, and Vitamin E, designed to support your baby’s brain and eye development.

PALM OLEIN OIL-FREE Our exclusive blend supports excellent calcium absorption.

NUCLEOTIDES support your baby’s developing immune system.

NON-GMO® OPTIONS The first leading infant formula brand labeled non-GMO§ with the nourishment you’ve come to expect from Similac.

§ Ingredients not genetically engineered.

There’s more to learn at Similac.com/Why-Similac
We Have A Range Of Formulas To Suit Your Baby’s Unique Needs

StANDARD FORMULA

SENSITIVE TUMMIES

SPECIALIZED PRODUCTS

Similac Pro-Advance®
Similac® For Neuro Support®
Similac® Advance®
* Ingredients not genetically engineered.
† No artificial growth hormones. No significant difference has been shown between milk derived from rbST-treated and non-rbST-treated cows.

For more product details, visit Similac.com/Baby-Formula

Some Similac® products are also available in larger-size powder containers and ready-to-feed bottles.
Whether you’re at home or on the go, Similac® has helpful resources to keep your little one happy, healthy, and thriving.

HELPFUL RESOURCES

You’ve Got Questions, We’ve Got Solutions

FEEDING EXPERT Live nutrition support from our FeedingExpert team. Call: 800-986-8800 (8:30 AM—7 PM, ET)

* Lactation consultants provided by a third party.

FORMULA FINDER From day 1 to year 1 and beyond, Similac® has a formula that’s right for your baby. Similac.com/Formula-Finder

TUMMY TROUBLE TOOL Having feeding issues? Just enter a few facts about your baby and get customized results. Similac.com/TummyTrouble

DIAPER DECODER If your baby seems fussy or sick, the stool in her diaper has clues to what’s going on. Similac.com/DiaperDecoder

SIMILAC® BABY JOURNAL APP
The Similac Baby Journal app helps you track eating and sleeping habits, development milestones, and more. For all Apple® iOS and Android™ devices.

Android is a trademark of Google Inc.
Apple is not a trademark of Abbott Laboratories.
As you go through your journey, we want to make sure that, as a new mom, you and your baby get the support you need and the savings you want. With your free Similac® StrongMoms® Rewards membership, you’ll receive up to $400* in exclusive benefits to help support you from the beginning of your pregnancy through your baby’s first year.

* Offers may vary.

Sign up or update your profile to include your email, your due date, and if your baby happens to come early, let us know that, too. Similac.com/StrongMoms-Signup

Find your membership ID# on your coupons under your name.

Earn points automatically by using the coupons you get from us in your mailbox.

Earn more points automatically by clicking on points icons inside your StrongMoms Rewards emails.

Get FREE Similac* when you reach 35 points†

* Free Similac comes as a $17 coupon good toward a 12-oz powder can.
† Earn 5 points per coupon and variable points per email click.
More Questions?

Learn more about formula feeding at Similac.com/FormulaFeed

Connect with other moms in the Sisterhood of Motherhood™.

Find us on

For live nutrition support, call our FeedingExpert line at 800-986-8800 (8:30 AM—7 PM, ET).

The Similac® FeedingExpert team is specially trained to give you live nutrition support over the phone. You can even talk with nurses, dietitians, and lactation consultants.*

I understand and agree that the information I’ve provided will be used according to the terms of Abbott Nutrition’s Privacy Policy, which may be obtained by visiting www.Similac.com. Limit one enrollment per household. Offers and values may vary. Terms and conditions apply. For any questions or to opt out of future communications from us, please contact 1-800-232-7677.

* Lactation consultants provided by a third party.

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